



UNIVERSITY  
OF  
CALIFORNIA

# It's Public and Personal: Demonstrating the Value of a College Degree

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# Defining Value

## Value:

- 1) the amount of money that something is worth : the price or cost of something
- 2) something that can be bought for a low or fair price

Source: Merriam-Webster Dictionary, retrieved Oct, 17, 2016 from <http://www.merriam-webster.com/dictionary/value>

# Demonstrating Value

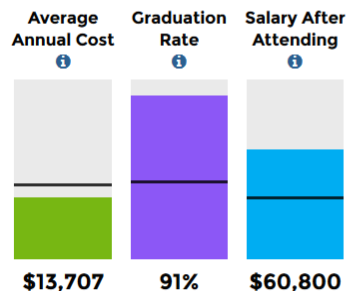


U.S. DEPARTMENT OF EDUCATION

<https://collegescorecard.ed.gov/>

## University of California-Berkeley

Berkeley, CA  
27,126 undergraduates

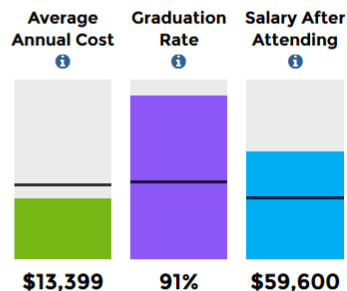


National Average

[VIEW MORE DETAILS >](#)

## University of California-Los Angeles

Los Angeles, CA  
29,627 undergraduates

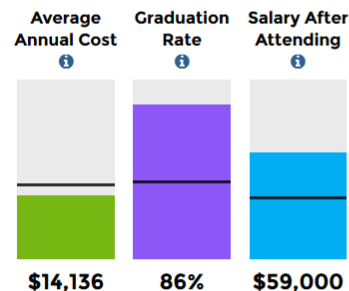


National Average

[VIEW MORE DETAILS >](#)

## University of California-San Diego

La Jolla, CA  
24,801 undergraduates

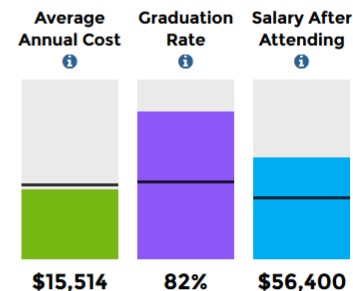


National Average

[VIEW MORE DETAILS >](#)

## University of California-Davis

Davis, CA  
27,547 undergraduates



National Average

[VIEW MORE DETAILS >](#)

# Defining Value

## Value:

- 1) the amount of money that something is worth : the price or cost of something
- 2) something that can be bought for a low or fair price
- 3) **usefulness or importance**

Source: Merriam-Webster Dictionary, retrieved Oct, 17, 2016 from <http://www.merriam-webster.com/dictionary/value>

# Demonstrating Value



Confidence - the ability to stand up and stand out in any setting

DANIELLE BROWN '10



<http://campaign.wellesley.edu/wellesley-voices>

# Demonstrating Value



ASSOCIATION OF  
PUBLIC &  
LAND-GRANT  
UNIVERSITIES

## PUBLIC UNIVERSITY VALUES

*Compared to high school grads,  
bachelor's degree holders:*

RECEIVE **\$82,000** LESS IN GOVERNMENT SPENDING  
+  
PAY **\$273,000** MORE IN TAXES  
**\$355,000** NET BENEFIT TO GOVERNMENT

BACHELOR'S DEGREE HOLDERS ARE

**2x**



MORE LIKELY TO **VOLUNTEER**

CHARITABLE  
CONTRIBUTIONS  
BY BACHELOR'S  
DEGREE HOLDERS  
ARE

**3.5x** HIGHER



<http://www.aplu.org/projects-and-initiatives/college-costs-tuition-and-financial-aid/publicuvalues/index.html>

**Post Collegiate Outcomes (PCO) Framework**  
developed by the  
AACC, AASCU  
and APLU  
(March 2015)

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

# Framework

**Public Economic** quadrant represents outcomes related to the public good, defined primarily in financial terms.

Examples: tax revenues, fulfillment of state workforce needs.

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education



# Framework

**Personal Economic** quadrant encompasses outcomes related to the personal (or individual) financial good.

Examples: earnings, employment outcomes.

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

# Framework

**Personal Social Capital** quadrant includes outcomes that demonstrate the personal (or individual) value not defined in financial terms.

Examples: “soft skill” development, health outcomes.

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SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

# Framework

**Public Social Capital** quadrant represents outcomes related to the public good, defined primarily in non-financial terms.

Examples: civic engagement, social cohesion/appreciation of diversity.

	PUBLIC	PERSONAL
ECONOMIC	Public Economic Value of Postsecondary Education	Personal Economic Value of Postsecondary Education
SOCIAL CAPITAL	Public Social Capital Value of Postsecondary Education	Personal Social Capital Value of Postsecondary Education

# Public Economic

**70%** of recent alumni join  
California's workforce

Generates **48,000** Bachelors degree  
recipients per year to serve CA  
workforce needs

**\$\$\$**  
Over 300 million  
dollars in state  
tax revenue  
generated\*



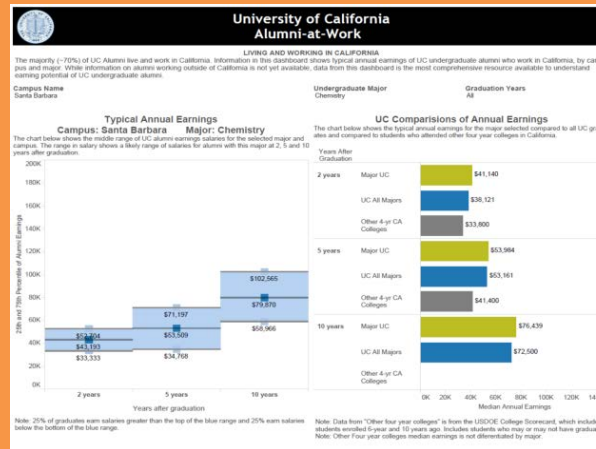
More than  
**100 C-Suite  
Professionals**

in the 500 Largest US Revenue-Generating  
companies\*

\*Not verified, sample statistic

# Personal Economic

## Salaries of recent graduates by major



\$ → \$\$

**Within five years of graduation  
Alumni who started as low income  
students earn twice as much as their  
parents**

# Personal Social Capital

**72%** of seniors reported  
an increase in their Analytic  
and Critical Thinking skills  
from when they started UC

**1 out of 2** seniors rate  
themselves as very good or  
excellent at understanding  
international perspectives

**60%** of seniors report  
very good or excellent  
interpersonal skills

# Public Social Capital



**92%** of graduates report being able to appreciate cultural and global diversity

More than 30,000 doctors and nurses caring for CA\*

Social Workers & Marriage and Family Counselors working in 32 of 58 CA counties



● UC Alumni as Board Member

**20,000** new teachers per year\*

\*Not verified, sample statistic

# What was valuable to us?

What was a moment that you noticed that your college education was valuable?

Please take 5 minutes to jot down some notes about that experience:

- What was the moment?
- What part of your college experience contributed to this moment?



# What was valuable to others?

Take 5 minutes to share your experiences with your partner:

- What is being represented in these moments?
- How can we determine if others had similar experiences?
- In which quadrant might these moments be placed? Place your post-its in the quadrant that best represents them.

# Capturing Value

How can we measure if these kinds of experiences are happening for other students who graduated from your college?

Post Collegiate Outcomes Initiative:

<http://aacc.nche.edu/AboutCC/Trends/pco>

Data Sources:

Leadership Directories (Government officials, judges, CEOs, Media, Nonprofit Boards, etc.)

<https://www.leadershipdirectories.com/Products/LeadershipDataServices.aspx>

Department of Consumer Affairs (Licensed social workers, doctors, nurses, architects, accountants, cosmetologists, etc.)

[http://www.dca.ca.gov/consumer/public\\_info/index.shtml](http://www.dca.ca.gov/consumer/public_info/index.shtml)

- Data request help: [PublicInformation@dca.ca.gov](mailto:PublicInformation@dca.ca.gov)

Economic Development Department (Alumni earnings data): Labor Market Information Division:

- Contact Andy Wong, Email: [Andy.Wong@edd.ca.gov](mailto:Andy.Wong@edd.ca.gov)